



**FIVE FOR FRIDAY**

**It is the 4th Quarter - Time to Finish Strong!**

- Congratulations To Thursday Trivia Winner!
- Get Five Tips That Can Make You Money!
- Share Your Fall Back/ Time Change AMN!

**DAN FORSMAN**  
PRESIDENT & CEO

[CLICK HERE TO GET "FIVE FOR FRIDAY" TIPS](#)

# Happy Friday!

**There Are 35 Business Days Left This Year.**

**We Want To Help You Finish Strong In 2012**

**And Get A Fast Start In 2013!**

INTRODUCING...

# THURSDAY TRIVIA



WIN A  
**\$100**  
GIFT CARD

# The Answers:

1. Using The Latest Case-Shiller Index,  
How Much Have Metro Atlanta Home  
Values Improved In 2012?  
**Home Values Are Up 9.6% For 2012**
2. How Far Are Metro Atlanta Home  
Values Still Down From The Peak?  
**Home Values Are Down 29.8% From  
The Peak Of July 2007**

# **Congratulations To Tammy Liquori (Fayetteville Office)**

## **You Are The Winner Of A \$100 Gift Card!**

*“The Case-Shiller Index is very useful to give a general guideline on home values for Metro Atlanta. The details provided by PGR are very helpful to get my sellers to be more realistic about pricing. The charts showing how values have over-corrected and will bounce back over time are helpful for my buyers and investors. No other real estate company provides such useful information for their agents.”*



**Tammy Liquori**





# JOY BARNES

WECARE RECIPIENT - OCTOBER



**Prudential**

**Georgia Realty**

# Five For Friday!

## (5 Tips For Generating Leads Over The Holiday Season)

1. **Share Your November Market Videos.** Look for the next updates coming for your sales meetings on November 13 & 14.
2. **Share The New Release & Holiday Edition Of The New Movers Smart Magazine.** The new webpage design and holiday edition will be coming in late November. You will be able to add you own articles of local interest – so get your ideas together. Then you can introduce your updated version with personalized content.
3. **Be Ready For Conversations At Social Events.** Have local stats memorized. Be prepared to speak about the changing mortgage market and rates going up over time. Be ready to discuss the new joint venture with Berkshire Hathaway.
4. **Educate Your Best Referral Sources.** Set up live conversations with your referral sources to educate them on the opportunities.
5. **Engage As Many People As Possible – Attend Events, Meet People And Have Fun!** Interactions lead to opportunities!

# **Get Your Databases Ready For:**

- **AMN Message For Time Change – 11/2**
- **Get Out And Vote AMN – 11/5**
- **November Video Market Reports - 11/13 & 14**
- **Veteran's Day (11/11) AMN – 11/19**
- **Thanksgiving (11/22) AMN – 11/20**
- **Holiday Version of New Movers Smart Magazine – Late November**



# AnnounceMyNews Message

- Time Change
- Message Coming To Your Inbox On Friday 11-2

## TIME CHANGE ON SUNDAY NOV 4TH

Share This!



Turn Your Clock Back  
One Hour On Sunday 11/4

Click picture to view full size image

Yes, it is that time of year again. **Daylight Saving Time ends so we turn our clocks back one hour at 2am Sunday morning, November 4th.** This change puts us back on Standard Time. The good news is that everyone can get an extra hour of sleep!

**History of Day Saving Time:** People often ask - what is Daylight Saving Time and why do we have it? Daylight Saving Time (or summer time as it is called in many countries) is a way of getting more light out of the day by advancing clocks by one hour during the summer. During Daylight Saving Time, the sun appears to rise one hour later in the morning, when people are usually asleep anyway, and sets one hour later in the evening, seeming to stretch the day longer.

The reason many countries implement DST is to make better use of the daylight in the evenings. Some believe that it could be linked to reducing the amount of road accidents and injuries. The extra hour of daylight in the evening is said to give children more social time with friends and family and can even boost the tourism industry because it increases the amount of outdoor activities. DST is also considered a means to save energy due to less artificial light needed during the evening hours. Clocks are set one hour ahead during the spring, and one hour back to standard time in the autumn.



Benjamin Franklin first suggested Daylight Saving Time in 1784, but modern DST was not formally proposed until 1895 when an entomologist from New Zealand, George Vernon Hudson, presented a proposal for a two-hour daylight saving shift to the Wellington Philosophical Society. The conception of DST was mainly credited to an English builder, William Willett in 1905, when he presented the idea to advance the clock during the summer months. His proposal was published two years later and introduced to the House of Commons in February 1908. The first Daylight Saving Bill was examined by a select committee but was never made into a law. It wasn't until World War I, in 1916, that DST was adopted and implemented by several countries in Europe. The United States, Canada and some other countries extended DST in 2007. The new start date is the second Sunday in March (previously the first Sunday in April) through to the first Sunday in November (previously the last Sunday in October).

If you would like to set your clock to the correct time, [please click this link](#).

**Now That You Have An Extra Hour, What  
Will You Do With It?**

BROUGHT TO YOU BY:



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 [Send us an e-mail](#)

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Branch	Agents	Current Views	Target - 5	% Target 5X Agent Count	Target - 10	% Target 10X Agent Count
NE Metro	43	4844	215	2253%	430	1127%
400 North	75	1703	375	454%	750	227%
North Fulton	97	1625	485	335%	970	168%
Suwanee/ Duluth	53	847	265	320%	530	160%
85 North	33	492	165	298%	330	149%
Perimeter North	40	574	200	287%	400	144%
Newnan/ Coweta	36	408	180	227%	360	113%
Northwest	42	308	210	147%	420	73%
East Cobb	56	329	280	118%	560	59%
Cherokee	42	224	210	107%	420	53%
Douglasville	35	186	175	106%	350	53%
Buckhead	42	212	210	101%	420	50%
Midtown	61	199	305	65%	610	33%
Peachtree City	70	227	350	65%	700	32%
Cobb Roswell	37	106	185	57%	370	29%
Gainesville	72	174	360	48%	720	24%
Fayetteville	58	111	290	38%	580	19%
Towne Lake	57	62	285	22%	570	11%
Corporate		253				
Total/ Average		12884	4745	280%	9490	140%

# November Video Market Reports!

## ATLANTA REAL ESTATE UPDATE



**Market Update**

- Local Market Reports
- Updated Monthly
- Data Directly From MLS
- Additional Details Available

**Better Information Leads to Better Decisions!**  
Click picture to view full size image

Just click the video below for the latest real estate market update for the Atlanta Metro. You may also view additional video reports for many of our local markets in the metro area. Please contact us with any questions regarding your real estate needs. We have access to proprietary information resources that are not available to the public and can help you understand the real facts in your area. ***Better information leads to better decisions!***

**Atlanta Metro Video Market Update**



For iPhone/iPad, [Click Here For Atlanta Metro Georgia Market Update](#)

[Click Here To View Additional Video Market Updates](#)

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**Julie Smith (demo site)**  
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Office Phone 770-992-4100





- **Market Videos Updated For October Results – 11/8**
- **AMN Sent To Northside Branches On Tuesday, 11/13**
- **AMN Sent To The Southern Crescent On Wednesday, 11/14**

# New Movers Smart Magazine 2.0


THE MOST COMPREHENSIVE SOURCE FOR COMMUNITY, SCHOOL AND REAL ESTATE INFORMATION.



**Search Homes by City and or Area.**  
A custom search tool to help you find specific homes.  
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**WELCOME**



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**RELOCATION RESOURCES**


**Greater Metro Phoenix Digital Magazine**

Read our customized digital magazine of New-Movers Magazine in a format that allows you to turn the pages like the print edition.



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**AREA MAP**




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**Living in Clinton**

Ann Arbor consistently ranks in the "Top Places to Live" lists published by various mainstream media outlets every year. Situated a mere 40 miles west of Detroit. Fists published by various mainstream media outlets every year. Situated a mere 40 miles west of Detroit. [READ MORE](#)




**Living in Ann Arbor**

Ann Arbor consistently ranks in the "Top Places to Live" lists published by various mainstream media outlets every year. Situated a mere 40 miles west of Detroit. Fists published by various mainstream media outlets every year. Situated a mere 40 miles west of Detroit. [READ MORE](#)



**Living in Detroit**

Ann Arbor consistently ranks in the "Top Places to Live" lists published by various mainstream media outlets every year. Situated a mere 40 miles west of Detroit. Fists published by various mainstream media outlets every year. Situated a mere 40 miles west of Detroit. [READ MORE](#)



**EDUCATION RESOURCES**

[See All](#)

- GRAND TRAVERSE COUNTY SCHOOLS
- MACOMB COUNTY SCHOOLS
- PRIVATE EDUCATION
- HOME SCHOOLING IN METRO DETROIT

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**Introducing...**

**The Atlanta Investor Hot List!**

**[www.AtlantaInvestorHotList.com](http://www.AtlantaInvestorHotList.com)**



**Designed To Help  
PGR Agents Find  
More Properties  
For Their  
Investor Clients.**



# Introducing...



# 4<sup>th</sup> Quarter Listing Contest

- Win Breakfast With Dan
- Cash Prizes
- Prizes For Office Staff!



## 4<sup>TH</sup> QTR FINISH STRONG

LISTING CONTEST - OCTOBER 1ST - NOVEMBER 30TH

Build your LISTING INVENTORY now to finish strong in 2012 and get a fast start in 2013!

### Win a Breakfast with Dan!

One branch winner per office will be invited to a *Breakfast with Dan Forsman* (date to be determined)

Each branch office winner will be entered into a **GRAND PRIZE DRAWING** to be held at the breakfast

## YOU COULD WIN \$1,000!

The drawing will be held at the breakfast; the agent does not have to be present to win.

In addition, the winning agent's office staff will each be given a **\$100 Gift Card and a Half-Day Shopping Spree!**

Broker to coordinate half-day shopping spree with office staff.

### Rules of the Game:


1. The time period for the contest is October 1 through November 30, 2012. All listings must be received no later than the close of business **Friday, November 30th.**
2. All new residential listings (90 days or greater) processed during the contest period will count. Also, all extensions or re-lists of existing residential listings (that expire during the period of the listing contest) will also count. Rental listings, commercial, or vacant lot listings will not count.
3. At the end of the contest period, agents who have obtained qualified listings will place a card in the hat for each listing taken over the listing contest period, and then a single card will be drawn to determine the branch office winner.

**Good Luck In The Contest...  
Finish Strong In 2012!**



# TeamBuilder Contest

- \$50 For Each Broker Interview
- Plus TeamBuilder Rewards For Registrations From The Previous Contest!




**TeamBuilder**

# FINISH STRONG

*4th Quarter TeamBuilder Contest (October 1 - November 30)*

Any agent who sponsors a TeamBuilder candidate AND helps secure an interview with the managing broker will receive:


## \$50 CASH



5 Cash Prizes Available In Each Branch!

**Build The Team and Finish Strong in 2012!**

\$50 cash prize only valid after the interview occurs. All other TeamBuilder rules apply. Contest ends November 30th at 11:59pm. See your Broker for all rules and stipulations.

 **Prudential**  
Georgia Realty



**2 CHANCES TO EARN MORE!**

# 4TH QUARTER BLITZ

AGENT OUTGOING REFERRAL CONTEST

CONTEST RUNS NOVEMBER 1ST - DECEMBER 14TH

# 100%

OF THE REFERRAL FEE COLLECTED BY  
PRUDENTIAL GEORGIA REALTY!

WHEN YOU PLACE A REFERRAL DURING  
THE CONTEST THAT CLOSSES BY MARCH 31



## IN ADDITION...



For Every Qualified Outgoing Referral During The  
Contest Period, You Will Earn An Entry Into The  
Outgoing Referral Contest For Your Chance To Win A

## \$25 GIFT CARD

*The More Outgoing Referrals You Submit,  
The Greater Your Chances To Win!*

*Drawings Will Take Place On Monday, December 17th.  
One Winner Per Office. Winners Will Be Contacted Via Email.*

*Remember, You Can Refer Anyone You Know Who  
Is Buying Or Selling Anywhere In The World!*

## FINISH STRONG!



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# 4TH QUARTER BLITZ

OUTGOING REFFERAL AMBASSADOR CONTEST

CONTEST RUNS NOVEMBER 1ST - DECEMBER 14TH



## YOU COULD WIN \$200

Every Outgoing Referral You  
Submit For An Agent, You Are  
Entered Into The Drawing.

1. Must Enter ALL Outgoing Referrals From Your Branch On The Submission Form.  
Only Properly Placed Qualified Referrals Will Be Counted
2. There Is No Limit To The Number Of Times You Can Be Entered.  
***The More Your Agents Place, The More Chances You Have To Win!***
3. Obtain A Copy Of The Signed Customer Acknowledgement Form For Each Qualified Entry.
4. Drawing Will Take Place Monday, December 17th. Winner To Be Announced By Email.

\*Must Receive Customer Permission To Be Referred. Referrals Must Be Accepted By Receiving Broker. Customers Referred To Multiple Locations Only Count As 1 Referral. Additional Terms & Conditions May Apply.

For Addional Questions Regarding The Contest, Contact Carolyn Or Sheila At 678-352-3300

## FINISH STRONG!



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